



## Digital Video Project

### Tribes Commercials

#### Step #1



Introduce the four agreements. Brainstorm the 'Looks Like', 'Sounds Like' & 'Feels Like' for each agreement. Have this done on chart paper and posted in the room.

#### Step #2

Use a demo video (we made our own with the help of a few other teachers) to introduce the video project. This helps students new to the video projects visualize the final project. It also help to reinforce the Tribes agreements.

#### Step #3

Hand out the task outline and go over the process and expectations. Make sure to clarify any questions, concerns or comments.

#### Step #4



Have students brainstorm, in their groups, ideas for their commercials. For students new to video projects, teacher assistance with this step is important to get students on the right track.

#### Step #5

Students will complete a story board outlining the commercial. It should include different scenes, any specific sayings/audio and the props needed in each section. It is important the story board be outlined in chronological order. However, students need to understand the scenes do not need to be done in order. The taping process can be broken into sections and then edited together later.

#### Step #6

Make props and rehearse the scenes.

#### Step #7

Video the scenes. It is a good idea to have one group getting ready while shooting the second group. You do not need to shoot a whole commercial at once, you can sort the footage later.

#### Step #8

Edit the videos. We use Pinnacle Studio 8, but Windows Movie Maker 2 will do a great job as well. A high end Pentium computer is recommended.